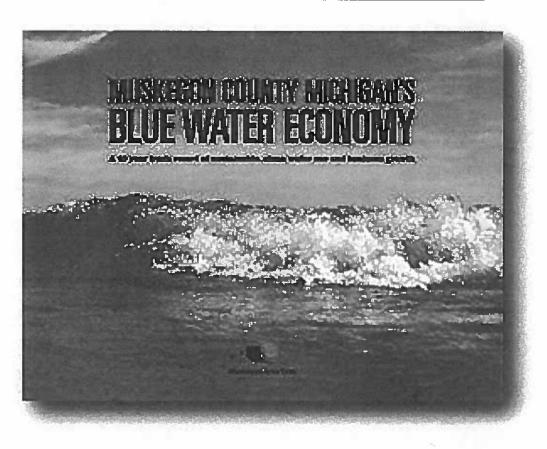


Port of Muskegon



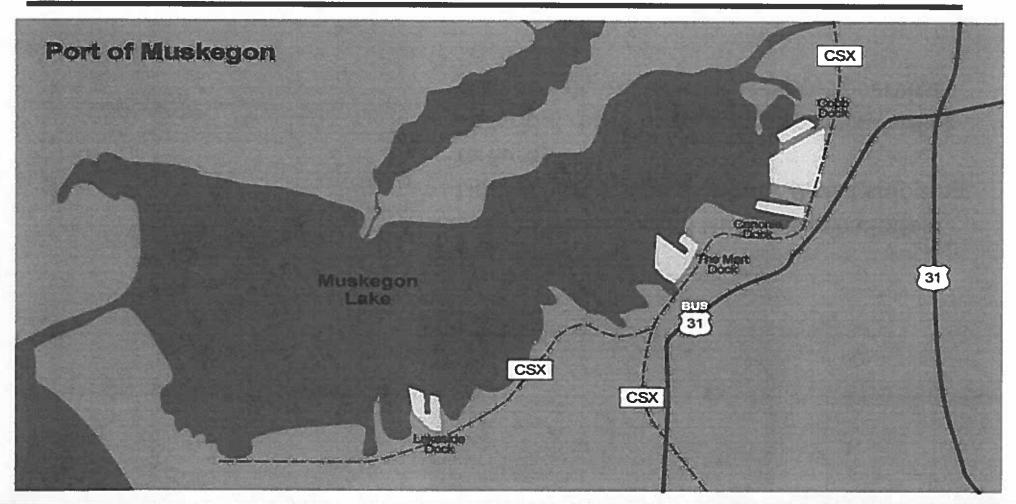
 Position Muskegon with its Blue Water Economy advantage as a multimodal logistics hub with access to domestic and global markets

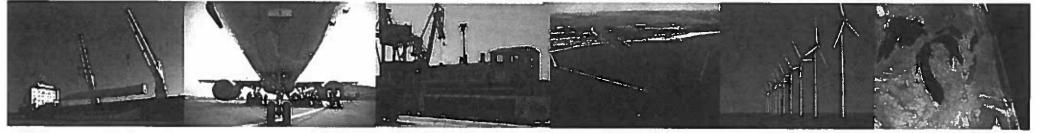




Port of Muskegon







Port of Muskegon-Creating A Vision



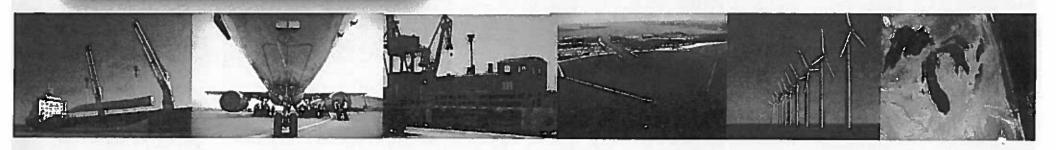






Muskegon Multi-Modal Hub Vision includes:

- Link to Port of Cleveland for direct shipping to Europe
- Potential route to Asia through Milwaukee
- Expand rail and air cargo shipping services

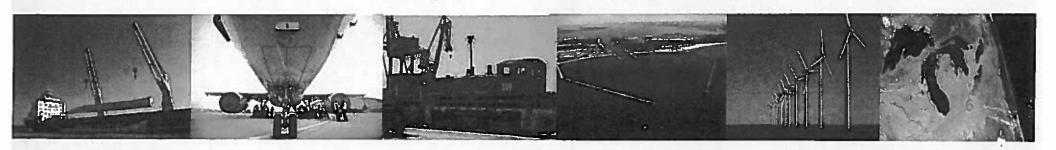


Port Advisory Committee



- Organized by Board of Commissioners
- Members include Port
 Operators, private sector
 supporters, and public sector
 officials from County and City
- Subcommittees assigned to support process

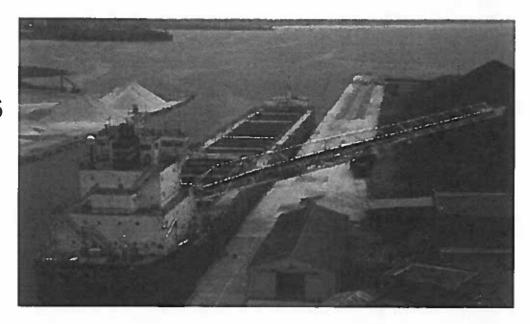


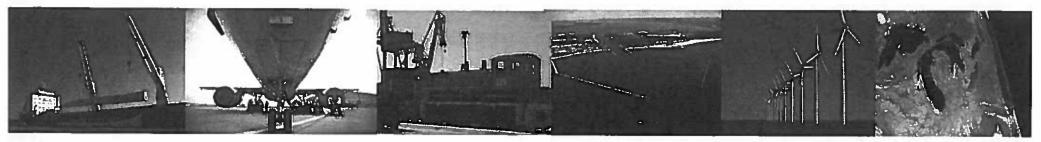


Creating A Vision-The Driver



- Key element to vision is planned retirement of Consumers Energy's B C Cobb generating facility
- Planned retirement date is April, 2016
 - 640,000 tons of coal shipments end
- Consumers Energy has made a community transition commitment
- Commissioned two studies through Muskegon Area First
 - Detailed analysis of Cobb Dock
 - Detailed analysis of commercial activity and Competitiveness of logistic routes





Port of Muskegon-Next Steps

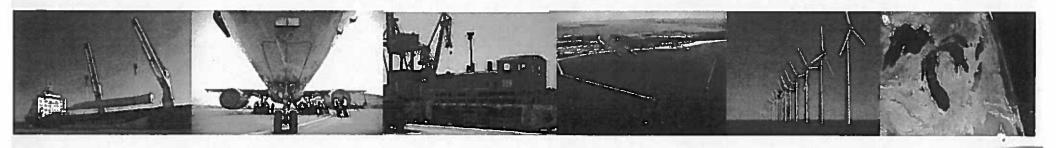








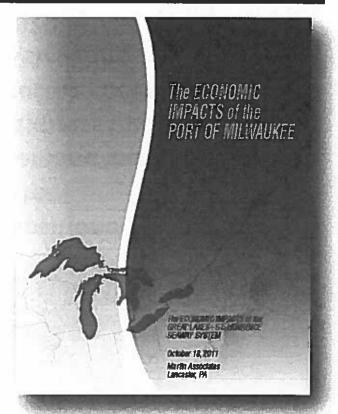
- Muskegon is well positioned to be a multimodal logistics center
- Establish market demand including Cleveland-Europe Express opportunity
- Determine infrastructure needs
- Set up governance structure
- Complete Vision 2020



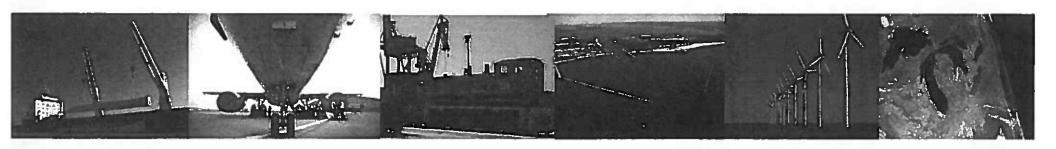
Economic Impact



- Consumers Energy has commissioned an economic impact study to support the Vision 2020 process
- Completion timing corresponds
 with Vision 2020 public comment
 feedback report due to be released
 in the fall of 2015



Source:http://city.milwaukee.gov/ImageLibr ary/User/portbn/PDF/Port Milwaukee-nov2.pdf



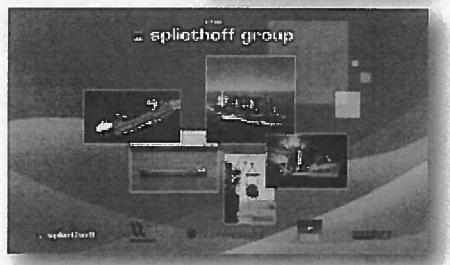
Port of Cleveland-Europe Express Study



- Potential for direct link to Port of Cleveland from Port of Muskegon multi-modal hub
- Consumers Energy commissioned competitive analysis study through Muskegon Area First
- Supply Chain Solutions-Rockford completed study-confirmed all water route is competitive





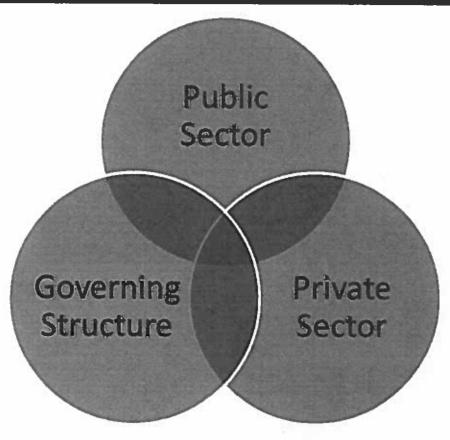


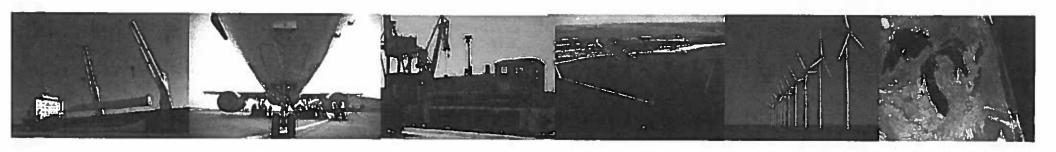


Port of Muskegon-Governance Structure



- Recommended Structure
 - Private-Public Partnership
 - Governing Board
 - Non-profit Management
 - Private sector partnership structure formed of private sector landowners
 - Consider amending Port Authority Act of 1978





Port of Milwaukee-Asia Route Study



- Consumers Energy commissioned study to validate competiveness of routing from Port of Muskegon to Asia:
 - Water to Port of Milwaukee
 - Rail to Vancouver by CP Rail
 - Ocean to Asia ports
- Supply Chain Solutions-Rockford study
- Validation confirms Port of Muskegon to Port of Milwaukee with link to CN Rail is competitive



Source: http://city.milwaukee.gov/port



Source: http://www.cpr.ca/en/choose-rail/transload-trucking



Vision 2020



- Create Muskegon Lake vision document
 - Engage community stakeholders
 - Document community input on the quality of existing land and water uses
 - Document future desired land and water uses.
 - Divide process among public and private sector partners
 - Public comment meetings held in June



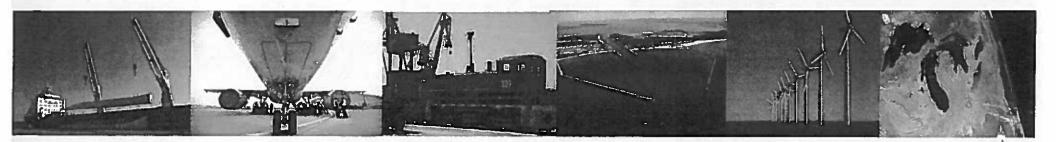


Port Advisory Committee-Subcommittee



- Marketing
 - Great Lakes Port Association
 - Marketing materials
 - Aggressively promote multimodal hub at trade shows and other ways
 - Build alliances with end users including trade associations, shippers, and manufacturers among others





Port Advisory Committee-Subcommittee



- Economic Development
 - Studies and due diligence
 - Market analysis/potential
 - Infrastructure
 - Governance structure
 - Vision 2020



